# Hazardous Waste Round-up Milk run for SQGs September – December 2003

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# Goals

- Make hazardous wastes disposal convenient and not cost prohibitive
- Reduce the amount of wastes abandoned on site or disposed of improperly

## Financing

- Local Hazardous Waste Management Program (LHWMP) sponsored the promotion, coordination, transportation and handling costs
- Business paid for disposal
- Voucher Incentive Program (VIP)

# Criteria for participation

- Be located in pilot area
- Have less than 2200 pounds of waste to dispose
- Not have contract with a hazardous waste hauler
- Dispose of hazardous waste no more than once a year

# Costs

- **\$16,700** 
  - \$14,000 consultant (planning, mailing, evaluation)
  - ○\$700 collection
  - \$2,000 in-house costs (printing)

# Participating cities in King County

- Kenmore and Redmond (north end of King County)
  - Keep it Clean Recycling (local)
  - September & October
- Federal Way (south end of King County)
  - Philip Services Corporation (national)
  - October & November

# **Promotional Strategies**

- Direct Mail
- Print media
- Presentations
- Canvassing
- Referrals

Hazardous Waste Taking up Space?

# Get Rid of It!

During the Hazardous Waste Collection for Kenmore & Redmond Small Businesses

#### Collection takes place in September & October 2003

Free pickup and transportation of your hazardous waste materials

(Plot program covers all transportation, profiling, and technical assistance costs, you pay only for disposal.)

Call 206-296-3976

for Reservations and Disposal Costs





This material will be provided in alternate formats on request for individuals with disabilities. TTY Relay: 711

# Get Rid of the Hazardous Waste Collection

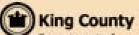
#### We will accept:

- > Paints & Solvents
- > Fluorescent & HID Lamps
- > Building Maintenance Chemicals
- > Inks, Dues, Adhesives
- > Acids and Bases
- > Woste Oil
- > Mercury and other heavy metal wastes
- > Many other types of hazardous materials



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Note. This program is limited to Small Quantity Generators. The moximum amount of waste per customer is 2,200 pounds, or about four 55-gallon drums.



Natural Resources and Parks

Solid Waste Division

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#### **Evaluation**

- Promotional efforts did they work, what worked best and did we reach who we wanted to
- Satisfaction did people like it

- Caveats
  - Anecdotal and trends
  - Not statistical

## Response in promotional plan

- Redmond/Kenmore
  - 3,000
  - 025,14
- Federal Way
  - 2,000 (SIC and not >150)
  - 07, 3
- 95% of participants identified the postcard
- Low success with canvassing and presentations

## Did we target the right audience

- Did the promotional efforts reach the intended audience? Yes
  - Og dispose once a year or less
  - O3 dispose more than once a year
  - 4 have had someone else get their waste
  - 1 had a regular hauler
  - Others self haul or stored on site

# **Evaluating Satisfaction**

- Who:
  - Businesses who participated (participants)
  - Businesses who decided not to participate (decliners)
  - Haulers
  - Staff

# Overall satisfaction of "participants"

- N=12
- Hauler = 4.8 on scale 1-5 (range 3-5)
- Overall program = 4.7 (range 3-5)
- Phone referral staff = 4.5 (range 3-5)
- "Really helped bring the subject to our attention"
- Helped "get rid of things that had built up over time"

# Satisfaction of Cost for "participants"

- Rated cost 4.2 (range 3 to 5) on 1-5 scale
- Two businesses (of 12) rated cost low
  - "cost was no different than market disposal prices"
  - O"disposal was not free"
- Most appreciated convenient, timely, and reasonably priced service

#### Satisfaction of Cost for "decliners"

- #1 reason for not participating
- Preferred options
  - Self haul
  - Donate
  - Continue to store on-site
- Voucher incentive program mentioned

## Small vs. large hauler

- Small hauler easier to reach and more responsive
- Participants rated haulers high
- Price Difference
  - \$37 (local) versus \$81 (national)

#### Recommendations

- Improve the direct mail strategy
- Shorten the time btw/ postcard and hauler
- Educate on costs ahead of time
- Work with Property management

- Milk Run II
  - OApril June 2004

# Contact

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